



G7® COLOR MANAGEMENT

Ensuring color consistency & quality every time



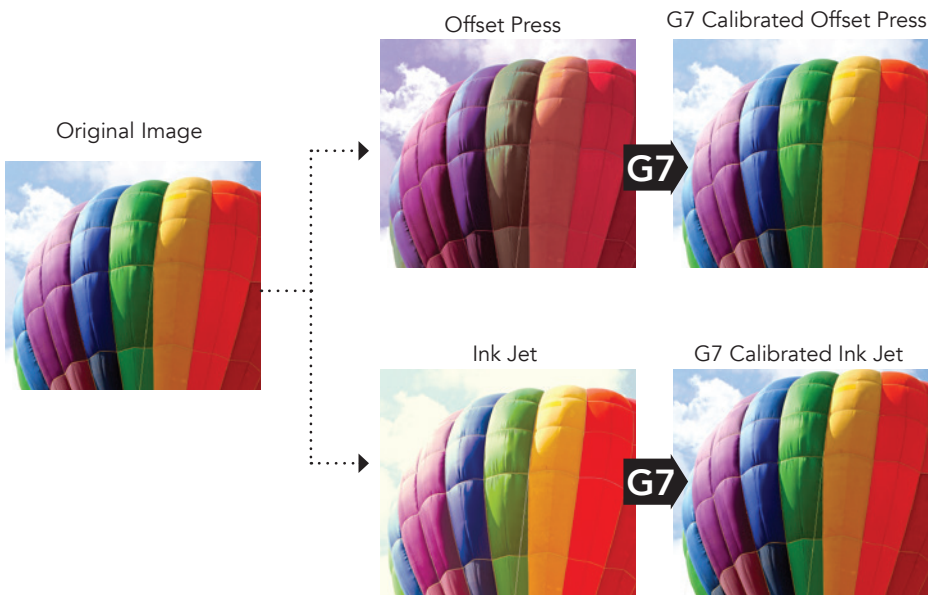
The importance of color accuracy

In printing, color accuracy and consistency is key - whether it's maintaining brand standards, or ensuring a product photo is the correct tone. Color consistency reinforces trust with a consumer and contributes to perceived brand value. To help maintain this standard, the **G7** color standards were developed for the printing industry.

G7: setting the standard for color

G7 is an industry-leading calibration methodology that helps to ensure the highest possible color consistency regardless of inks, substrate, or printing technology. 1Vision, as a Certified G7 Master Printer, guarantees that you are getting printing that adheres to tight guidelines other than "eyeing" it for color - ensuring that your printed materials are reproduced on press to match your files - every time. You can rest assured that the color you see on your initial proofs is the color you'll see on the final product - and that color can be matched on other materials and future reprints.

- > Color management to an international **color standard**.
- > **Color balance among multiple printing presses** – wide format, digital, sheet-fed, etc.
- > **Color consistency** from sheet-to-sheet and proof-to-press.
- > **Color predictability** during file processing.
- > **Reduced need** for on-site press checks, travel, and other tasks based on visual approval methods.
- > **Reduced waste** and make ready time during press runs.
- > **Higher consistency** in reprints.



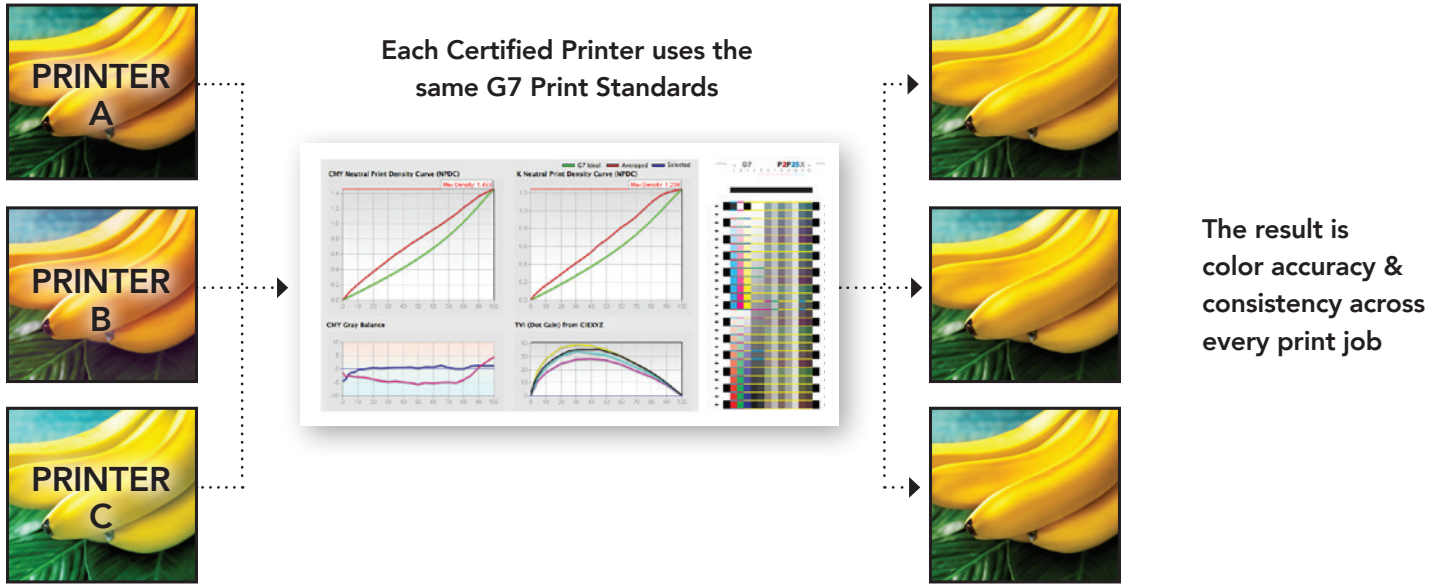
>> FIND OUT MORE...
www.idealliance.org/g7spec

What is G7?

G7 stands for **G**rayscale plus **7** (seven) colors: the subtractive colors typically used in printing (Cyan, Magenta, Yellow, and Black) and the additive colors (Red, Green, and Blue).



The basis for maintaining accurate color is actually by controlling the appearance of grayscale (the G of G7). Using a set of specifications and metrics in ink & RIP toner curves to target a **common definition of neutral gray balance** helps to minimize the variables in printing. The result is the ability to achieve remarkable consistency from proof to press across multiple applications and print providers.



1Vision - a G7 Certified Master Printer, follows strict guidelines to demonstrate ability to match color across proof, computer-to-plates (CtP) and press sheets. We under go a yearly inspection process to maintain our certification.

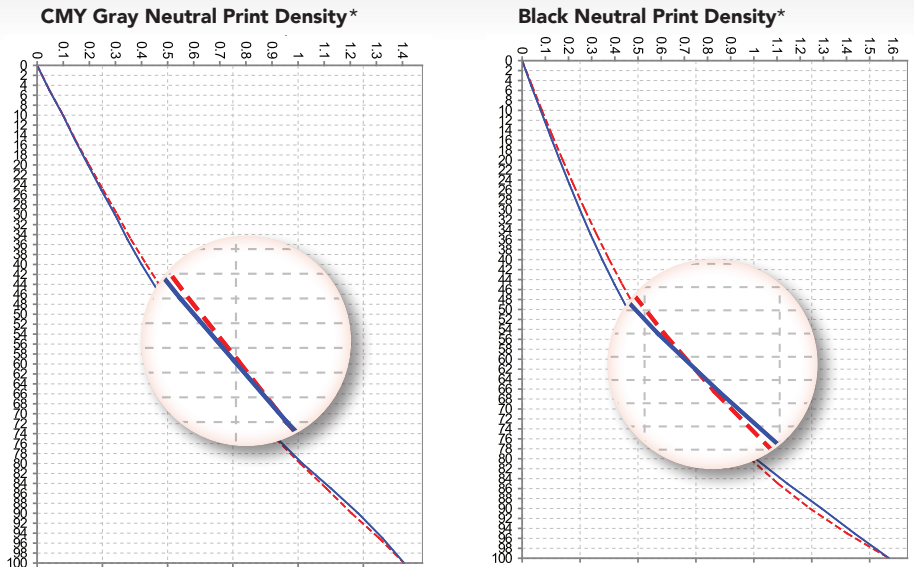


Hitting the G7 Target

- The blue line on the graph represents the neutral print density of the **1Vision print device**
- The dashed red line represents the **G7 standard target** to aim for

What's it mean?

By comparing how close the 1Vision neutral print density is to the G7 target, these charts show that 1Vision is achieving the G7 print standard. A full calibration report that covers all G7 measurements is available upon request.



* 1Vision SCO Verification - Print Comparison Report
Prepared by ColorFlow Software 12/5/19

— 1Vision Device
- - - G7 Aim